

ABSTRACT OF THE DISCLOSURE

The present invention provides a liquid crystal display apparatus in which efficiency in using light from a backlight is improved, the illuminance on the screen is enhanced, and the manufacturing costs can be reduced.

The liquid crystal display apparatus of the present invention includes: a first substrate 5 provided with a reflective pixel electrode 7 which reflects light, a second substrate 11 in which a transparent electrode 9 facing the reflective pixel electrode is formed and which is arranged in parallel with the first substrate 5, a liquid crystal 8 enclosed between the first substrate 5 and second substrate 11, a backlight 2 applying illumination light from the back surface of the first substrate 5, and a light focusing plate 4 including a number of line-shaped prisms LP focusing illumination light from the backlight 2 onto the arrangement of the reflective pixel electrodes 7. A portion having gradation in reflectance is provided in the reflective pixel electrode 7 for each pixel unit, in which reflectance on the inner side is low and continuously changes to be gradually high toward the outer side.

According to the present invention, a liquid crystal display apparatus can be obtained in which the illuminance on the screen when an image is displayed using a backlight can be enhanced without increasing light amount from the backlight, efficiency in using backlight can be improved and the production costs can be reduced.